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$2.00 a copy; $64 a year

February 29, 1988

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Last Minute News

Sears revamps retail operations

CHICAGO—Sears, Roebuck & Co. this week will announce a sweeping restructuring of its retail operations, *Crain's Chicago Business* reports. The No. 1 retailer has been faced with languishing sales and profits in its flagship merchandise group. Sears' 27 buying groups will become independent, vertically integrated business units, each with greater control over the selling process. Entire layers of management structure will be eliminated in some cases as the reorganization is phased in during the next two to three years. Significant cuts through layoffs or attrition in the headquarters office are expected. The strategy is seen as an admission by Sears that each of its product lines has different merchandising and management needs, and that its current structure prevents the company from responding quickly to customer tastes.

JWT joins Revlon review

NEW YORK—Revlon Group has been talking to J. Walter Thompson USA about its $25 million media-buying account, resigned by Bozell, Jacobs, Kenyon & Eckhardt, as well as creative assignments, sources say. Reportedly, Young & Rubicam also has been added to the media re-

(Continued on Page 8)

Sorrell on target with JWT profits

By LAUREL WENTZ

LONDON—WPP Group Chairman Martin Sorrell appears to be on track in fulfilling the ambitious profit targets he set for J. Walter Thompson Co. when he bought the troubled communications giant last summer.

When Mr. Sorrell makes public WPP Group's 1987 financial results March 2, the announcement is expected to show concrete evidence of cost cutting at its JWT subsidiary and strong growth for other WPP companies.

By this time next year Mr. Sorrell should be far ahead of the goals he set for JWT's operating margins.

Although the figure for 1987 is expected to be only 5.5%, up from the agency's 1986 margins of 4%, the 1988 figure is expected to rise to 10%, a goal Mr. Sorrell initially hadn't planned to reach until 1990.

Financial analysts here and in the U.S. are forecasting pretax profit of $21 million to $22 million for WPP in 1987, which includes five months of JWT contributions through December.

Predictions for 1988 are even higher—more than double that of 1987.

Although there is no comparable figure for 1986, last year's results are an improvement over both JWT's and WPP's separate earlier figures.

"Our goal during the first six months has been to put things right with the directors of the different branches as far as precise financial goals are concerned," Mr. Sorrell recently told a European advertising publication. "We give

(Continued on Page 86)

Rolling out fresh foods

Carnation gets a head start

By MARCY MAGIERA

LOS ANGELES—Carnation Co. is establishing itself as early leader in a market that's whetting the appetites of many major food companies.

Carnation is racing to build a national presence in the fresh prepared foods business before Kraft Inc. and General Foods Corp. go national with products currently in limited test markets.

Carnation President-CEO Timm Crull told ADVERTISING AGE his company will invest as much as $40 million on the midyear national introduction of its Contadina Fresh Pasta & Cheese line.

Pasta & Cheese, like the other companies' experimental lines, is designed to compete with gourmet takeout food from restaurants and a growing number of supermarket deli sections.

"We want to determine [the parameters of] the category and own a big piece of it," said Stephen Cunliffe, president of the independently run Pasta & Cheese subsidiary. "That means pushing to get national before anyone else."

The Pasta & Cheese line consists of six fresh-cut pastas, nine filled pastas and nine pasta sauces. Carnation expects to add "second-generation" Italian-style line extensions by the end of the

(Continued on Page 88)

America's Corp. Conner pushes for logos

By PATRICK M[illegible]GAN

If skipper Dennis Co[illegible]r gets his way, corporate log[illegible] will appear on the sails, h[illegible]s and crew of his catamaran during the America's Cup races this fall.

Mr. Conner's plan would make the logos of Merrill Lynch, Pepsi-Cola Co., Philip Morris Cos. and one other company visible throughout the nationally televised races.

In previous America's Cup [illegible] approval on sails during practice and travel, but not during races.

"Not only will [the logos] be on the sails, they'll be on the boat," said Mr. Conner, who is the skipper of the San Diego Yacht Club's defense of the America's Cup.

Merrill Lynch, Pepsi and Philip Morris have made sponsorship deals with Sail America, the syndicate organizing the defense of the cup.

A fourth company has signed up as a sponsor, Mr. Conner said, but he declined to identify it.

As organizer, Sail America decides how and where sponsors' logos can appear during the races, said Peter Isler, VP-communications of Dennis Conner Sports, a sports-marketing company.

Previously, individual race organizers have established the guidelines for sponsors. However, any guideline or proposed rule can be challenged.

Mr. Conner has told sponsors he wants four logos to appear on the hulls of the boat during all races.

He also said that each company would have the main sail and crew members' clothing to [illegible] itself for one race.

His plan is contingent on the New Zealand challenger agreeing to a best-of-seven series, assuring at least four races. In a best-of-three series, the four logos would appear together on the sail, under Mr. Conner's plan.

"This is just a post-contract signing development," said Cathy Lieber, director of event promotions at New York-based Philip Morris. "It came as a big

(Continued on Page 86)

Illustration by David Kramer

Inside:

Gore's new plan: Go negative. P. 2
Murder-for-hire ads get hit. P. 2
Lee Iacocca drops out (of ads). P. 26
Super Tuesday: A marketer's guide. P. 72

Is this man lying? See Page 87

Campaign '88

Will Gore get gory?

ALBERT GORE

By STEVEN W. COLFORD

WASHINGTON—Sen. Albert Gore Jr. (D., Tenn.) is turning to a veteran media "streetfighter" from the Deep South to jump-start his presidential campaign.

Only 13 days before the crucial Super Tuesday, the Gore campaign hired Raymond Strother, who is expected to unleash a barrage of "attack" ads.

Work by Raymond D. Strother Ltd., Washington, will supplement Gore's Philadelphia-based agency, The Campaign Group.

Mr. Strother, 47, was unavailable for comment, and a Gore campaign spokesman said only that Mr. Strother's shop will help the other agency.

"Ray Strother is fairly versatile and capable of very effective negative ads, though he's also good at positive stuff," said Greg Schneiders, partner in political agency Hamilton, Frederick & Schneiders.

Mr. Strother has criticized Sen. Gore's decision to bypass Iowa and New Hampshire for an all-or-nothing gamble on Super Tuesday March 8, which involves primaries and caucuses in 20 states.

"Gore's got to finish first or second in the South," said Mr. Schneiders, media adviser to former presidential candidate Bruce Babbitt. "He's now brought in someone who's from the South, understands Southern politics better than anyone in this media business and is very strong in the closing days of a campaign."

It was during the closing days of campaigning in New Hampshire that Vice President George Bush broke negative ads against Sen. Robert Dole (R., Kan.) and won the primary. That scenario looks plausible for Sen. Gore, said Adam Goodman, VP at the Robert Goodman Agency, a Baltimore-based shop that works for Republicans.

"There's been a real trend in the last 14 days to negative ads," Mr. Goodman said, "and as that lesson is learned by Al Gore, who's got to do well on Super Tuesday, I think he will take a more aggressive approach."

He said Mr. Strother, a Louisiana native, "has a sense of the pulse of the South" and might be more attuned than The Campaign Group to what media will work in the South.

"Going negative wouldn't surprise me now, and Ray Strother is . . . a streetfighter who's not afraid to mix it up," Mr. Goodman said.

The most likely target of negative spots from Sen. Gore would be Rep. Richard Gephardt (D., Mo.), Mr. Schneiders said.

"He can't go negative against every other Democrat," Mr. Schneiders said. "When you spray buckshot like that, it will come back and hurt you.

"But if the polls are saying Gore is sharing votes with Gephardt—looking for the moderate-to-conservative Southern Democrat—then it would make sense to go after Gephardt. He's the logical target, not [Massachusetts Gov. Michael] Dukakis, whose appeal is to the more liberal Southern voters."#

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Armed with a new direct-marketing unit, Chiat/-Day plans to continue diversifying.

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After four years of repackaging and improving its candy, Leaf Inc. says it's ready for the majors.

30 That morning kick
The National Coffee Association could be getting ready to join the cola wars.

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Delivery is not enough for Domino's, which is expanding its ad theme to include "hot and fresh."

36 Lay's spices chips
Frito-Lay is testing a "hard-bite" potato chip in a continuing commitment to regional marketing.

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While Fort Lauderdale revelry shrinks, two Texas resort towns are luring spring breakers.

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The FDA asked Sandoz to halt its newspaper campaign because its claims were incorrect, not because the ad was directed at consumers.

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Two money-losing Washington magazines are being revamped to drum up enthusiasm.

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General Motors Corp.'s Oldsmobile division recruited the Four Tops to introduce the Cutlass Supreme at a half-dozen parties.

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General Foods Corp.'s Kibon subsidiary is aiming to melt the frigid ce cream market in the tropical climate of Sao Paulo with lifestyle advertising, positioning changes and new products.

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Vol. 59, No. 9—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the fourth week in September at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.00 a copy, $64 a year, $109 two years. Add $104 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 1-800-992-9970. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, O. 45402 (800 227-4908).

April start date

MasterCard sets 'difference' drive

By JUDITH GRAHAM

While the Visa card is grabbing the glory as an official sponsor of the Olympics, MasterCard is developing its game plan for the months ahead.

MasterCard International will reposition itself as a company that "Makes a difference." Advertising for all MasterCard products will be overhauled, sources close to the company said, though ad spending is expected to remain level at about $40 million.

MasterCard's new marketing direction will be formally proposed to member banks at its March board meeting.

The "Makes a difference" theme is a refinement of last year's cause-related promotion, themed "Choose to make a difference," that ran from Oct. 1 through Dec. 31, giving donations to various charities.

That promotion, which MasterCard says was a major success, contributed to a 25% rise in cardmember charges to more than $250 billion during the crucial Thanksgiving-to-Christmas holiday season.

The "Makes a difference" theme is seen as warmer and more substantive than the "Master the possibilities" theme that was launched in 1986, and it underscores MasterCard's actual benefits as opposed to its potential, sources said.

MasterCard's 1988 strategy is to spread its ad budget more carefully over a larger group of products. The first major creative for "Makes a difference" will be two 30-second network TV spots, breaking in April for Gold MasterCard. Lintas:New York handles the $5 million-plus effort, which is the first foray into TV for the product.

Last November, American

(Continued on Page 86)

'Soldier' loses protection plea for 'hit man' ad

By STEVEN W. COLFORD

A federal judge last week refused to give First Amendment protection to an ad placed by an alleged murder-for-hire "hit man" soliciting business.

The advertisement, which ran in several 1984 issues of *Soldier of Fortune*, said, "Ex-Marine—Nam Vets. Weapons specialist, jungle warfare, pilot, M.E., high risk assignments in U.S. or overseas. World security group."

A reader, Robert Black, answered the classified ad, placed by Atlanta mercenary John Wayne Hearn, and allegedly arranged for Mr. Hearn to murder Mr. Black's wife, Sandra.

As a result, Mr. Black is facing execution in Texas on a murder-for-hire conviction, and Mr. Hearn is serving three life sentences in Florida, two on other convictions.

In the suit against *Soldier of Fortune*, Mrs. Black's family charged that the magazine was negligent for not investigating the nature of the ad, and is seeking $22 million.

Lawyers for *Soldier of Fortune*, which is published by Omega Group, Boulder, Colo., have argued that the First Amendment insulated the magazine from responsibility.

The magazine's lawyers contend the ad didn't specifically propose illegal conduct.

But U.S. District Court Judge David Hittner on Feb. 25 rejected those arguments and sent the case to the jury to decide whether the magazine should pay damages.

Slade Metcalf, chairman of the legal affairs committee of the Magazine Publishers of America, said a judgment against the magazine might make other publications "more reluctant in taking ads of a controversial nature or ads that could cause harm to anyone."#

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ADWATCH

AdWatch survey of advertising awareness Top 10 in January

One thousand people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind? Source: SRI Research Center, Lincoln, Neb.

Rank 1/88	12/87	Advertiser	Agency
1	4	McDonald's	Leo Burnett USA
2	2	California raisins	Foote, Cone & Belding
3	7	Ford	J. Walter Thompson USA
4	1	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/DDB Needham
5*	9	Chevrolet	Lintas:Campbell-Ewald
5*	5	Pepsi-Cola	BBDO Worldwide
7*	6	Miller/Miller Lite	J. Walter Thompson USA/Backer Spielvogel Bates
7*	—	Tide	Saatchi & Saatchi DFS Compton
9	3	Coca-Cola	McCann-Erickson
10*	8	Chrysler	Bozell, Jacobs, Kenyon & Eckhardt
10*	—	Toyota	Saatchi & Saatchi DFS

* indicates a tie

'Mac attack' wins battle for ad recall

By SCOTT HUME

Throw an extra bit of whimsy into McDonald's advertising and the recall needle jumps.

McDonald zoomed to the top of the charts in September with the "Mac Tonight" mini-campaign featuring the McMan-in-the-Moon character promoting the Big Mac sandwich.

It happened again last month, when McDonald's emerged with the best recall after it introduced a series of funny commercials, also for the Big Mac.

January was the Big Mac's 20th birthday. To celebrate, the chain aired a series of spots—from Leo Burnett USA, Chicago—graphically portraying the incredible power of the fabled "Big Mac attack."

In one spot, viewers were treated to a high-speed journey from home to the closest McDonald's through the eyes of an actual "attack" sufferer.

Jumping over obstacles, taking a shortcut down a child's backyard slide and zooming down the street, the "attackee" arrives at McDonald's and passes the Big Mac moonman in a rush to the counter.

You don't forget a journey like that. While McDonald's advertising seems to have a permanent home among the top 10 in recall in ADVERTISING AGE's monthly adWatch surveys, those commercials, coupled with local-market advertising promoting Big Mac price discounts, moved McDonald's into the top spot in January.

Rounding out last month's top 10 were the California Raisin Advisory Board's lovable dancers; Ford Motor Co.; Anheuser-Busch's Budweiser/Bud Light brand team; General Motors Corp.'s Chevrolet and Pepsi-Cola Co. in a dead heat for the No. 5 spot; Miller Brewing Co.'s Miller/Miller Lite brand duo tied Procter & Gamble Co.'s Tide laundry detergent for No. 7; Coca-Cola Co.; and Chrysler Corp. and Toyota Motor Sales USA tied for No. 10.

AdWatch is a joint project of AA and SRI Research Center, Lincoln, Neb. Advertising awareness is measured by asking a nationally projectable sample to name the first advertising that comes to mind from all seen, heard or read in the previous 30 days. In January, 1,000 adults were polled by telephone.

Among changes in individual product categories last month:

- After closing the gap with category leader Pepsi-Cola in past months, Coca-Cola lost ground last month in the **soft drink** category.

Coke's was the first soft drink advertising to come to mind for 27.8% of the sample, down 3.2 percentage points from 31% in December. Pepsi fell 0.3 points to a 34.4% share.

- E&J Gallo Winery's **wine** advertising remained in the No. 1 spot last month with a 12.4% share of first mentions. Its Bartles & Jaymes wine cooler tied with Banfi Vintners Riunite for second place with 5.4%. Riunite's recall was down 4.6 points from December.#

For more information or data, contact SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

CORRECTIONS & CLARIFICATIONS

- Ralston Purina Co. will introduce Bran News cereal in selected markets in March (AA, Feb. 15, P. 1; Feb. 22, P. 10). At that time, its Double Chex moves into the East Central area of the U.S. These products are not moving into national distribution in March.
- A 1985 IBM Corp. business-to-business target video marketing program was referred to generically as "Videoware" in an article entitled "Selling Through Video Wins Proponents" (AA, Jan. 18, P. S-2). Videoware Corp. actually is the name of a New York-based target video marketing company that IBM hired to carry out the project.#

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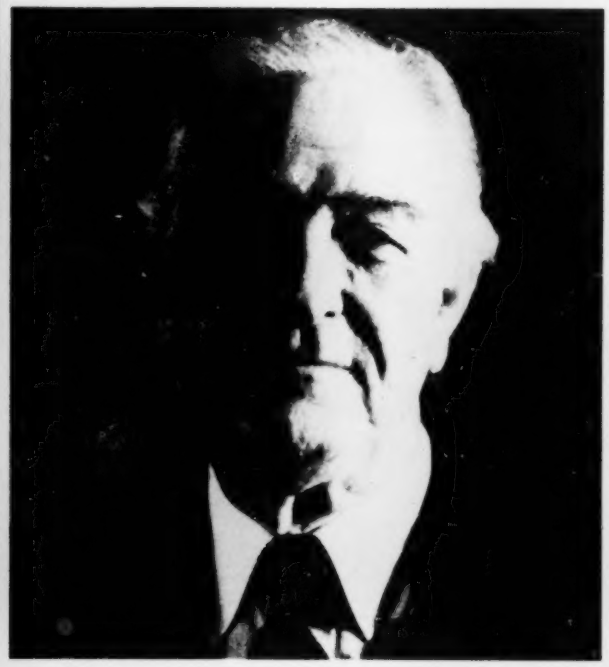
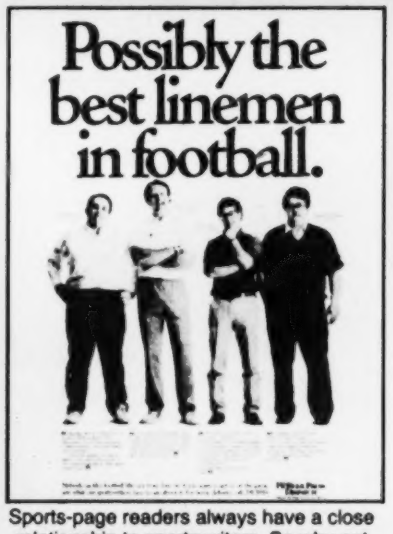
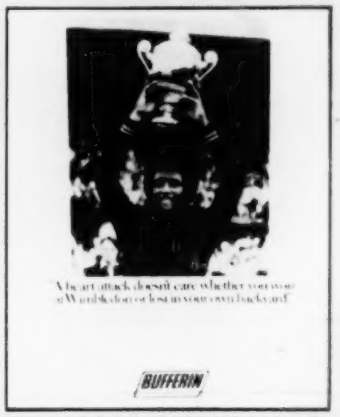


Using a Texan with a Texas-size problem, here is a testimonial you can trust. Considering John Connally's predicament, the headline amounts to black humor, and while anyone can get it, credit Taylor Brown & Barnhill, Houston, for creating a campaign neither the bank nor Mr. Connally will feel embarrassment about. Creative director: Dick Smith; art director: Mike Fazende; copywriter: Jane Child; photographer: Henry Sandbank.



Sports-page readers always have a close relationship to sportswriters. So why not introduce the guys with a slice of their prose? Credit Clarity Coverdale Rueff, Minneapolis, for playing to writers' egos and readers' curiosity. At least you know they haven't missed any meals lately. Art director: Jac Coverdale; copywriter: Jerry Fury; photographers: Jim Arndt, Paul Sinkler.



You can't beat a testimonial when it comes on the heels of a study that shows aspirin may help prevent heart attacks. But credit Laurence, Charles, Free & Lawson, New York, for not being too heavy-handed. Instead, the Ashe quote delivers the story. Art director: Steve Pashkoff; copywriter: Dan Franklin.

When a company congratulates its own spokeswoman, there aren't many surprises. And there are none here. But credit Coke and Lintas:New York for moving fast and targeting the success of its young star. All Whitney would have to do is show up at the American Music Awards and the copy would have worked. Executive creative director: Don Gill; art director: Michelina Pagano; copywriters: Peter Kellogg, Jordan Allen.

One company has gotten a lot of mileage out of a trotting bull, but Shearson Lehman is showing what can be done with just words. In this case, one word that says it all after it gobbled up E.F. Hutton. Despite the new edition, credit McCann-Erickson USA, New York, for keeping it seamless. Creative directors: Bruce Nelson, John Nieman; assistant creative director/copywriter: David Liemer; senior art director: Marc Eisenoff.

Best of Press selections are made by a committee of three: Hank Simons, VP-creative director, Newspaper Advertising Bureau, New York; James Duneway, VP-information, Newspaper Advertising Bureau; and Patrick Reilly, Advertising Age newspaper industry reporter. National System Inc., St. Louis, provides tearsheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Reilly in AA's New York bureau.

Newspaper ad spending up for holidays

NEW YORK—Concerns about decreased consumer spending after the Oct. 19 Wall Street plunge encouraged department stores and general merchandise stores to step up their usual holiday ad blitzes.

In the newspapers measured for the ADVERTISING AGE Flash Report, the department stores and general merchandise stores advertising categories posted $6.6 million and $10.7 million gains, respectively, in December 1987, compared with one year earlier.

General merchandise had the biggest year-to-year dollar gain of any of the 16 categories tracked for the December report by Media Records.

The amusements advertising category continued a surge that began last summer, largely because of the sustained box office sales boom for Hollywood moviemakers. Amusements ads posted a $7.2 million gain, or a 20.5% increase. That follows dollar increases in October of $8.1 million and in November of $8.4 million.

In general, newspaper ad spending surged in December. Only five of the 16 categories were down from year-ago levels: alcoholic beverages; airlines; banks and trust companies; public service utilities and communications; and stock, bond and investment houses.

One of December's gainers, new-car advertising, has been running ahead of 1986 levels through most of '87. The new-car ad category was up to $24.9 million in December, a 14.5% increase.

Ad spending in cigarettes, a category that often ran behind 1986 spending levels last year, showed one of the largest percentage increases to $2.6 million, or a 31.6% jump. December was the third time in the last four months that cigarette spending has picked up from '86 levels. However, the December spending level was still below the $3.1 million spent in November.

The largest percentage increase came in publishing and media, where spending increased 33% to $13 million.#

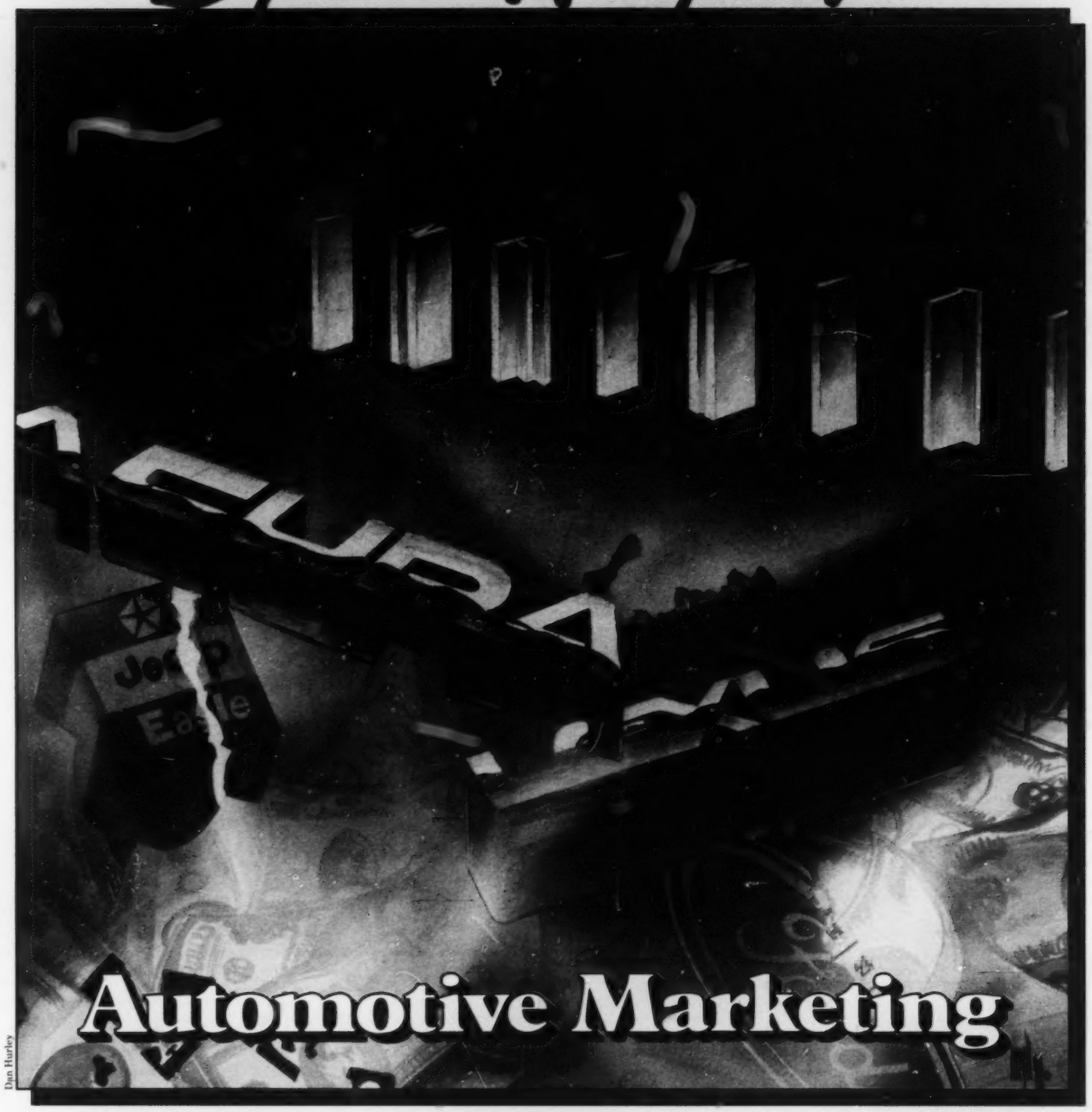
FLASH REPORT: Newspaper advertising investment for December

December 1987 CATEGORIES	YEAR	DOLLARS 1987	DOLLARS 1986	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1987	$42,506,680	$35,261,655	+ 7,245,025	+ 20.5
	1986				
Computer stores & supplies	1987	10,281,968	8,629,386	+ 1,652,582	+ 19.2
	1986				
Department stores	1987	139,425,697	132,802,960	+ 6,622,737	+ 5.0
	1986				
Food stores	1987	41,926,459	37,634,753	+ 4,291,706	+ 11.4
	1986				
Radio, TV, phonographs, records	1987	33,286,905	32,740,824	+ 546,081	+ 1.7
	1986				
General merchandise stores	1987	76,346,281	65,571,725	+ 10,774,556	+ 16.4
	1986				
Alcoholic beverages	1987	3,365,147	3,788,759	- 423,612	- 11.2
	1986				
Cameras, photo supplies & services	1987	1,118,520	950,834	+ 167,686	+ 17.6
	1986				
Computers, equipment & services	1987	3,671,513	2,975,833	+ 695,680	+ 23.4
	1986				
Public service utilities & communications	1987	7,083,363	9,013,966	- 1,930,603	- 21.4
	1986				
Publishing & media	1987	13,033,318	9,798,229	+ 3,235,089	+ 33.0
	1986				
Cigarettes	1987	2,580,758	1,960,942	+ 619,816	+ 31.6
	1986				
Airlines	1987	9,507,533	9,842,509	- 334,976	- 3.4
	1986				
Passenger cars-new	1987	24,936,257	21,769,751	+ 3,166,506	+ 14.5
	1986				
Banks & trust companies	1987	5,834,434	6,893,482	- 1,059,048	- 15.4
	1986				
Stock, bond & investment houses	1987	1,587,494	1,715,439	- 127,945	- 7.5
	1986				

The Flash Report of newspaper advertiser investments, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 29 dailies and 22 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

Special Report



Dan Hurley

Spinoffs lead carmakers upward

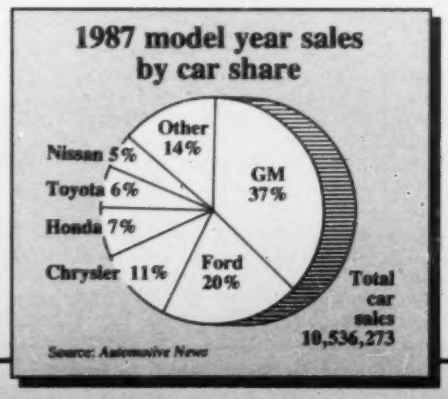
By Anita M. Busch

Following Acura's lead, Nissan and Toyota are planning to venture into the luxury car segment by introducing upscale divisions by 1990. Other import marketers are trying to upgrade their image as well.

Toyota's Lexus division, Torrance, Calif., and Nissan's Infiniti division, Carson City, Calif., are positioning themselves to compete with American Honda Motor Co.'s Acura division and domestic and European luxury lines in the 1989-1990 model years.

Other importers with image problems, including Yugo and Audi, are tackling the market with new ad campaigns designed to change consumer perception.

Yugo America, Upper Saddle River, N.J., whose $3,990 price tag and poor car performance has been cited in the press as inexpensive but cheap, will advertise the car's durability and endurance. Audi of America is battling to regain consumer confidence after a substantial 1987 U.S. sales decline. The Troy, Mich.-based company introduced its 80/90 series to the U.S. market for model year 1988.



Meanwhile, the Big Three domestic carmakers each have launched image-oriented campaigns focusing on product design, brand identification or new model introductions to win over U.S. consumers.

Ford's Lincoln-Mercury division, Dearborn, Mich., will put most of its marketing dollars behind Lincoln-branded models and the redesigned Continental.

Chrysler, Highland Park, Mich., with its newly acquired Jeep/Eagle division, wants to establish the Eagle brand as a luxury line.

Detroit-based General Motors will try to create a distinct brand identity for each of its divisions. Concept cars presented in January at the "GM Teamwork and Technology" auto show in New York along with the company's ad efforts hope to reflect that move.